Zurich F&I online:
Business and technical FAQs

Business Questions

What is a socket?
A socket allows you to embed an image, or text, and a link on your web site in a location that you specify.

If the content changes, do I need to update my socket?
No, the value of sockets is that the content will update automatically whenever the brand pushes new content.

How does my socket work?
Your code snippet has two parts: a container and a script.

The container is a blank placeholder with a unique ID, where the content will appear.

The script part uses that unique ID to fetch the latest content, and plugs it into the empty container, along with a link to your microsite.

Where do I get the code snippet for my socket?
You should receive your code snippet in an email from Aprimo, the technology platform that supports our F&I online program.

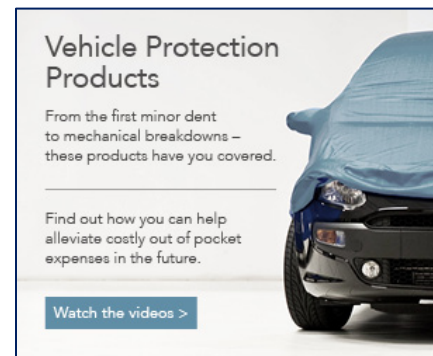### Where can I use a socket?
You can use a socket anywhere you can insert HTML and JavaScript.

Can I use the same socket on multiple pages?
Yes! You can use the socket across an unlimited number of pages.

Can I use multiple sockets on the same page?
Yes! You can have up to five web sockets, and they are managed independently. Because each socket has a unique ID, they can be used on the same page.

Can I use the same socket multiple times on the same page?

This is technically possible, but it's not usually your best option. If such a scenario does come up, it will be easier to use two different sockets with matching content.

This has to do with the unique ID your container uses. If that ID appears in multiple places, it is no longer unique, and the code will not behave properly. If for some reason, a single, repeated socket is the only solution available, Aprimo can help enable a more advanced setup.

I'm using a text socket. Can I control what the text looks like?

Yes! Once the script loads the socket content, it acts like any other content on your page. You can change fonts, colors, sizes, or anything else, just like you would normal text.

If no changes are made, it will keep the styles of the page it's on.

Can I control what the text says?

No, sockets are used to have content updated on your behalf, so it's designed to be controlled by Zurich and the platform.

I'm using an image socket. Can I control my image size?

Yes! You can control the image sizes. There are two parts to this:

1. Aprimo will create a socket for you, based on the image size you've requested, and that will be your default image size. If you need a different size, you can reach out to Diana Abrams at Aprimo (contact information below) to have it updated.
2. If you want to adjust the default size, you can adjust it with CSS as you would for a normal image. You can find the technical details for this below.

Please note: Just like with any other image, you can adjust the image scale, but if you do not adjust the height and width proportionally, it will appear stretched.

Technical Questions

Can I test my socket before I put it on my website?

Yes! In fact, Aprimo recommends it. You can use your socket in any HTML document, including local files. Aprimo recommends testing your socket in a local HTML file before pushing to a production site.

Can I overwrite the content from Aprimo?

Within your own website, it would be possible to write custom code which could overwrite a socket's default functionality, but it is not recommended, and not a supported feature of web sockets.

Sockets are used to let brands update content on your behalf, so it's designed to be controlled by them.

Can I use this in a photo carousel?

Yes, you can. The exact configuration will depend on the JavaScript you are using to manage your carousel.

Some Javascript plug-ins (e.g. Owl Carousel 2, Slick) will automatically create slides form any block elements inside a selected container. In this case, you may not need to do much to incorporate your web socket.

If you are using a plug-in which requires each slide to have a particular class (e.g. Slider Pro), you may add additional classes to your socket div. As long as the socket's unique ID is preserved, you can add classes and attributes as needed.

What CSS can I use to style the text?

The socket container itself will have an ID beginning with "#rev-", followed by a unique number. The socket text will appear inside an anchor tag. To isolate this text, you can use a CSS selector like:

        #rev-123 a { /*text styles here */ }

If no custom CSS is added, the socket should inherit the text styles of the parent element.

What CSS can I use to size the image?

The socket container itself will have an ID beginning with "#rev-", followed by a unique number. The socket image will appear inside an anchor tag.

The most common case for doing this is to scale an image to fit your page layout.

For example,

        #rev-123 img {width: 1200px; height: auto;}

Will scale your socket image to 1200px from the original size. Another common choice is to set the width to 100%, so that the image conforms to the container.

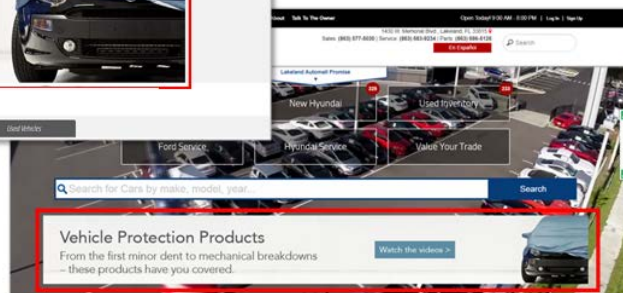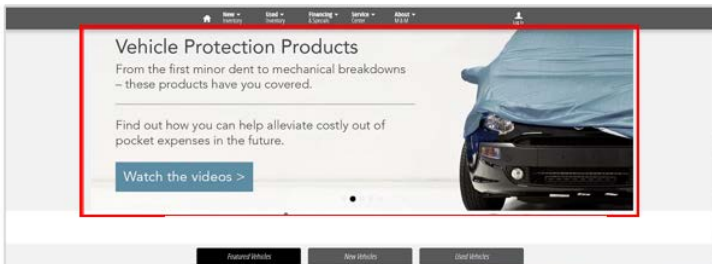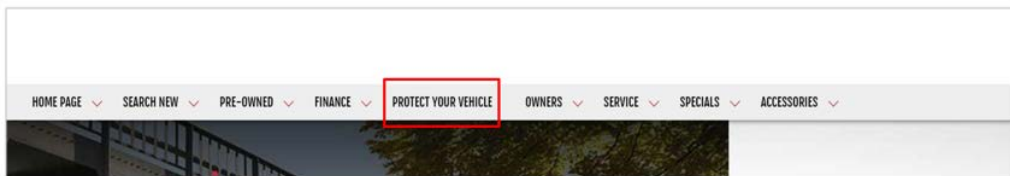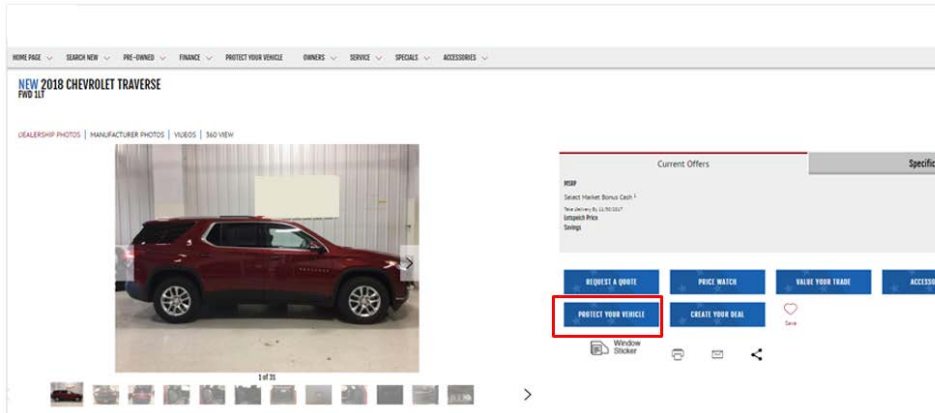Just as with any other image, socket images should only be scaled down, to prevent pixilation.

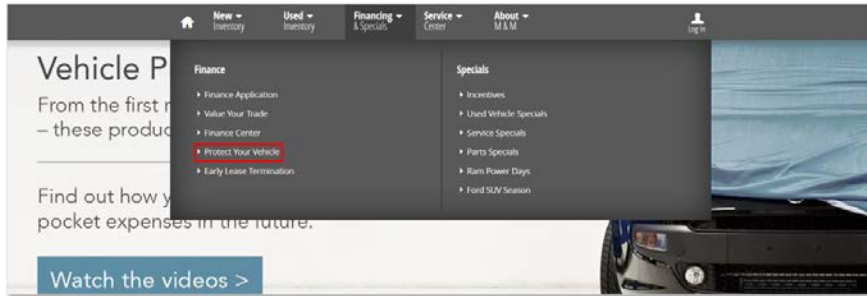## Can I put the Zurich microsite inside an iframe instead?

A web socket is different than an iframe. A socket presents Zurich-controlled imagery or text, which is automatically linked to the latest content. If you place the microsite in an iframe directly, Zurich cannot update that link automatically, or ensure that you have the latest product information. Iframes can also introduce conflicts between page styles and scripts.

Do I need to create a new page for my web socket?

No, you don't need to create a new page. The active web socket will appear on your page as an image or as text; it doesn't function as a standalone page. We recommend that you integrate the socket content into your existing web design. Control

You can find some examples of successful web sockets below:

Who can I contact for help setting up my web socket?

Diana Abrams is the Marketing Advisor at Aprimo, which is the technology platform behind web sockets. Her contact information is below:

Diana Abrams
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312-888-4723

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